

City Host To Many Race Track Fans

Rental Properties Scarce As Winter Visitors Continue To Arrive

With the influx of regular winter visitors at its height after the holidays and devotees of the sport of kings still arriving for the Santa Anita race meet, known rental properties in Sierra Madre are at a premium, according to several local real estate dealers. Many owners of racing strings, jockeys, trainers and race fans who made their headquarters here in previous years have returned. This year they brought many others along until now there are more horse people here than at any time since the Arcadia track opened six years ago.

Sierra Madre Canyon has a regular colony of folks whose interests are at the track. Mosier Helm, who is with the G. W. Stratton stables, has taken a cottage at 698 Sunnyside Lane. Amon Griggs who rides for Warner Brothers, and Mrs. Griggs are at 520 Audubon way. Mr. and Mrs. G. Croft are at 535 Brookside lane. Mr. Croft is with the San Luis stables. Mr. and Mrs. W. A. Thomas who are at 629 Alta Vista drive, are owners. Mr. and Mrs. Wm. F. Morrissey are at 775 Woodland drive. Mr. and Mrs. J. Dilea are at 751 Woodland drive. Mr. Dilea is with the Church stables. Robert Thompson and son, have taken a cottage at 791 Woodland drive.

Mr. and Mrs. Robert F. Crossgrove and daughter are at 586 Woodland drive. Mr. Crossgrove is with the "R.C." stables. Mr. and Mrs. J. Lindsay and sons are at 701 Brookside lane and Mr. and Mrs. Major Scott, 586 Brookside lane. Both Mr. Lindsay and Mr. Scott are with the famous C. S. Howard stables. Mr. and Mrs. J. R. Roberts and son, owners of the Mrs. J. R. Roberts stables, at 333 Sturtevant drive. Mr. and Mrs. J. H. Tapley are at 576 Brookside lane. Mr. Tapley is an ex-horseman. Mr. and Mrs. C. S. Burke and son, whose business is grain and hay, are at 173 Vista Circle drive. W. H. Robertson, horseman, and E. Jebbens, trainer, are at 501 1/2 Woodland drive, and Mr. and Mrs. E. Cortellett, at 664 Holly Trail path. Mr. Cortellett is a jockey for John Cromwell.

John Copeland And Renee Crombez Marry At Los Vegas

Announcement of the marriage of Miss Renee Crombez of 544 Oakdale drive to John Q. Copeland, at Las Vegas, Nevada on New Years day, was made early this week by Mrs. J. L. Copeland of 393 N. Baldwin avenue, mother of Mr. Copeland.

Miss Crombez wore a deep rose wool suit with navy blue accessories. She is a native San Franciscan, educated in Paris and is the daughter of Mrs. Martha Crombez of Philadelphia. Since coming to Sierra Madre in the fall she made her home with Mr. and Mrs. Carl Block, life long friends of her parents.

Mr. Copeland is the son of the late James Latta Copeland, who was one the foremost attorneys in California, and is an alumnus of Los Angeles Junior College. He was formerly a member of the NEWS staff and is now correspondent for the Los Angeles Times in the Sierra Madre-Monrovia-Arcadia area. For the last several years he has lived with his mother at 393 N. Baldwin avenue.

Mr. and Mrs. Copeland are planning a short trip through Death Valley and will visit George Francis of Independence, cousin of Mr. Copeland, who is district attorney of Inyo County. Upon their return they will establish their residence at 506 W. Grand View avenue.

WOMEN'S LEADER TO DISCUSS PROBLEMS OF YOUTH AT CLUB MEETING HERE

Shocking inadequacies in present available facilities for medical care, hospitalization, recreation and other social needs of the average young person between the age of 17 and 22 years in the 11 western states will be discussed by Miss Josephine Seaman of La Jolla, president of the Western Federation of Woman's Clubs, who will appear at the Sierra Madre Woman's Club next Wednesday morning. Her topic will be "Youth Survey of Eleven Western States."

Last year in cooperation with service clubs and welfare organizations in the western district, the W.F.W.C. conducted a survey dealing with youth problems in the district and among startling

Dances For Young Folks To Be Resumed This Evening

Young people who have been disappointed through the holidays by the temporary suspension of the popular semi-monthly dances at the Woman's clubhouse were assured this week by the youth cooperative committee headed by Mrs. Ruana Lawson that the dances will be resumed this evening.

Mrs. Lawson is also opening another class for beginners and all young people who wish to learn to dance are invited to take advantage of this hour of instruction which begins at 7 o'clock.

Mrs. William H. Schwartz and Mrs. Al Miller will be hostesses for the evening and will be assisted by a committee of clubwomen.

Will Repeat Comedy As A Benefit

"Professor How Could You!" To Be Presented For Crippled Children Jan. 12

A second performance of the hilarious comedy, "Professor, How Could You!" will be given by popular demand by the drama group of the Youth Cooperative movement sponsored by the Sierra Madre Woman's Club at the Woman's clubhouse, Friday evening January 12 at 8 p.m.

All proceeds from the play will go to the Casa Colina Convalescent Home for Crippled Children at Chino, which is caring for 22 youngsters between the ages of five and 15. Most of these children are suffering from the effects of infantile paralysis, which last year attacked approximately five hundred in Los Angeles County alone. Some of them are being prepared for operations and some are recuperating from surgery which may restore their ability to walk. All are receiving the most modern treatment for the disease and because many are from families that are practically destitute or are orphaned, there is imperative need for financial assistance at the Home.

This will be the main philanthropic activity of the Woman's Club this year, and townspeople are urged to give their support. The cast will be the same as that which appeared on December 8, when the play was an outstanding success. Miss Hazel James Ferguson is the director.

Bank Announces New Interest Rate On Savings Deposits

Announcement was made this week that effective January 1 the interest rate on savings deposits made with the Sierra Madre Savings Bank will be 1 1/2 per cent, the bank here being among the very last in Southern California to announce the reduction.

"Due to the constantly decreasing interest rates available on bank investments, we are sorry to be obliged to reduce the interest paid on savings deposits to 1 1/2 per cent," said President R. C. Lewis of the bank. "Similar action was taken by many banks more than a year ago. Many other banks have since made similar reductions, and a rate of 1 1/2 is now almost universal in Southern California."

"When and if rates on investments show an increase we shall be pleased to give our depositors the benefit of such increase."

Baby Son Arrives In Nelson Family On Christmas Morn

Deton J. is the name chosen by Mr. and Mrs. Nelson, of 365 North Auburn avenue, for their nine-pound eight ounce son born at 11:30 Christmas morning at the Huntington Memorial Hospital in Pasadena. Early this week the condition of Mrs. Nelson, who contracted bronchial pneumonia shortly after the birth of the baby, was pronounced critical, but during the last few days she has rallied and is now considered out of danger.

FACTS REVEALED IN THE REPORT IS THE COMPLETE ABSENCE IN THE MAJORITY OF THE STATES OF MEDICAL EXAMINATIONS FOR YOUNG STUDENTS AFTER THEIR ENTRANCE INTO HIGH SCHOOL.

Miss Seaman, who is also past state president of the California Federation of Woman's Clubs, will give the detailed report of the survey which proved a sensation at the confederation of the W.F.W.C. in Berkeley last spring. Clubwomen in all parts of the Southland have been invited to this meeting by Mrs. John H. Robertson, president of the club, and several prominent Federation leaders will be luncheon guests. Luncheon reservations should be made as soon as possible with Mrs. W. F. Rhodes at 2002.

'LAND OF THE FREE' BRINGS PRIZE HOME



Los Angeles Examiner Photo.

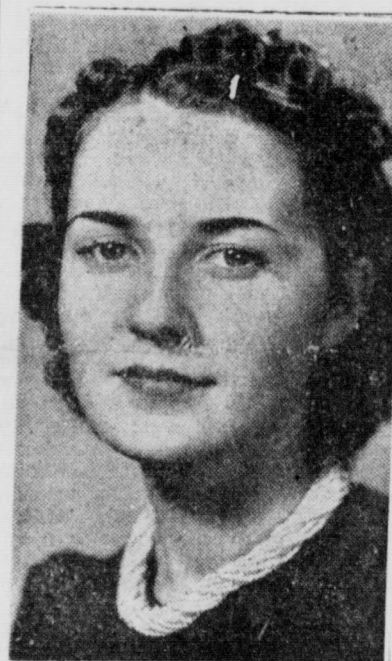
"Land of the Free," the Sierrita Town's entry in the most magnificent of all the 51 Tournaments of Roses, and gracious Miss Caryl Key, who adorned it, brought another tournament prize back to the hometown—the third in as many years.

The waving Star Spangled Banner was given a tremendous ovation from the moment the parade began to move out of Orange Grove avenue Monday morning and it continued through the end of the five-mile route, at the end of which announcement was made that it had received second award in Class A-4, cities having a population of between 2,500 and 5,000. First prize in this class went to the neighboring city of San Marino for an exquisite entry featuring "Blue Boy" and "Pinkie," famous paintings in the Huntington Galleries at San Marino, with a flower covered pergola from that city's park as a background.

Wednesday morning the beautiful float came proudly home and remained for two days in front of the city hall so that the townspeople unable to attend the parade might see it. The flowers were so fresh when decorated and it was so carefully made that even last night after standing out in two days of showers, it was still fresh and inspiring and gave little evidence of a harrowing experience it went through unknown to the estimated million and a half people who witnessed

the gorgeous pageant or the more than 300,000 who saw the post parade at Willard School.

A mile from the starting point a tire went flat under the float.



MISS CARYL KEY

A change of tires was entirely out of the question with the parade in motion. So "Land of the Free" just went on and limped and shimmied through the

remaining four miles of the route. A less sturdily constructed float would have been literally shaken to pieces, but there was not a break anywhere and scarcely a flower was shaken off. Here and there along the route sympathy was expressed for Miss Key, spectators believing she was shivering from the cold in the thin white satin dress she wore, or wiggling about in an effort to keep warm as a couple of light drizzles fell. But it was the vehicle and not Miss Key that shimmied and the two unseen men who were driving (Joe Swanson and Vernon Udell) had a most uncomfortable ride.

Sierra Madre's float was first in the parade to accentuate the peace and patriotic idea and the inspiring, waving emblem brought a continuous round of cheers and applause, the unseen drivers declare. The thousands comfortably seated in stands rose reverently and stood with bared heads as the flag of flowers passed. A watchman who stood guard throughout the post parade showing at the Willard school said Wednesday evening that no single float lined up there had received as much favorable comment from spectators as the "Land of Liberty."

Its very simplicity belied the effort put into the float's decoration. There were 395 lineal feet of red stripes in the flag, eight inches wide. They were covered with 50,000 poinsettia petals, glued

on heavy red cardboard. The blue field out of which the white stars shone required 19,000 cornflowers. The white stripes in the flag, eight inches deep, totaled 348 lineal feet and were made of white chrysanthemums. It required 50,000 white mums to cover the body of the float and several thousand callulads for the standard and other incidental trim.

Mayor Schiltz and his assistants in construction of the entry turned it over to the decorators early Saturday morning. They worked all day and far into the night, all day Sunday and scarcely stopped at midnight to greet the New Year, putting on the finishing touches shortly after dawn New Year's morning, just a minute before the order was given to pull out for the float's allotted position in the parade.

It was all a labor of love in which, of course, more than a single crew participated. Literally scores worked as decorators, some for as many as 10 and 12 hours at a stretch. Members of the city council, about all of the firemen, many well known women, dozens of young people who put their whole heart and souls into the task, toiled together interestedly, happily. The perfectly made stars in the flag which attracted no little attention, were made by Samuel Parker.

There were no regular workers—all were volunteers who wanted to help create a prize winner for their hometown.

Rains Will Bring Cooler Weather Says Col. Hersey

Gentle showers that have fallen during the past two days have brought .73 of an inch by Thursday afternoon and marked the end of a three month drought.

Sierra Madre's weather authority, Col. H. B. Hersey, said last night the easy downpour was soaking well into the ground, nurturing crops and building up underground reservoirs. Only .59 of an inch of moisture has been recorded since the September storm. Normally 4.83 inches of rain have fallen in this period.

Temperatures for the week were:

	Max.	Min.
Dec. 29	74	50
Dec. 30	73	51
Dec. 31	61	46
Jan. 1	62	49
Jan. 2	57	51
Jan. 3	59	53

The forecast is continued rain, and snow over the high mountains for a day or two. Cooler temperatures will prevail with moderately southerly to westerly winds, Col. Hersey believes.

Dr. Donelan Named Medical Director Of Insurance Co.

Dr. James P. Donelan, 334 North Lima street has been appointed medical director of the Guarantee Mutual Life Company of Omaha, Neb., and will leave on January 10, to take over a new office. Dr. Donelan has been in insurance medicine since 1930 and since 1932 has been assistant medical director of the Pacific Mutual Life Insurance Company of Los Angeles. Mrs. Donelan and their sons, Michael and Jimmy, will remain here until March. Dr. and Mrs. Donelan enjoyed a post holiday vacation this week at the Antelope Valley Country Club.

V.F.W. Heads To Be Here On Monday

Department Commander, Other Leaders, To Address Meeting Of Local Post

Harold B. Lull, Department Commander of the Veterans of Foreign Wars, and other high ranking officers of the organization on the West Coast including Joseph Lamb, fifth district commander, are coming to an open meeting and entertainment of the Sierra Madre post to be held in the council chamber of the city hall next Monday evening.

The meeting is for men only and veterans of all wars are particularly invited, according to Capt. E. G. Everett, commander of the local post. All veterans who served under the flag in any foreign country are eligible to membership and within recent months a number of eligibles have taken up their residence here.

Following an address by the commander of the department of California and a short business meeting, Rudolph Hartman will show motion pictures taken by him at the Golden Gate Exposition, along the scenic San Simeon highway, at Big Sur and other places during the summer.

Several Hollywood movie actors have promised to take part in the vaudeville entertainment to follow and then the meeting will adjourn to the Legion Dug Out in the basement where a lunch will be served and a social hour or two will be enjoyed.

Church Will Adopt Budget At Annual Dinner Meeting

A dinner for friends and members of the Congregational Church will be held next Wednesday at 6:30 p.m. Everyone is invited to enjoy one of the delicious family dinners prepared by ladies of the congregation, but are requested to make reservations with Mrs. Lord at 1761.

At 7:30 p.m., the annual business meeting of the church will be held, when the pastor and church officers will read their reports. A budget will be adopted and plans made for the coming year.



(See Answers on Page 6)

1. On what date was California admitted to the Union?
2. What famous discovery aided many diabetics to live a normal life?
3. What is the name of the man who wrote the books "Greenlight," "White Banners" and "Magnificent Obsession"?
4. How many Rhodes scholarships are awarded in the U. S. each year?
5. How can curdled mayonnaise be made smooth again?
6. What is the largest state in the Union?
7. Who composed the standard piece "Stardust"?
8. What is the length of a term of a United States senator?
9. What is the derivation of the word open?
10. What is the correct position one must sit in at the table when not actually engaged in eating?

Surprise In Store For Lot Owners

City Saves On Purchases Of Paving Materials And Will Make Refunds

Property owners on several recently improved city streets will receive belated Christmas presents next week. The city will pay Santa Claus. The remembrance will come in the form of checks to be delivered through the mail following next Tuesday's meeting of the city council. They will represent refunds on payments made by the citizens for materials used in the improvement of thoroughfares on which their properties front.

About a year ago the council proposed to taxpayers on several dirt streets in the western end of the city that if they would pay for necessary materials, the city would furnish labor, engineering, supervision and other costs out of its allocation of county gas tax funds and the residents would have paved streets, in some cases with sidewalks and curbs.

Cost of paving materials were very low at the time and the city council guessed it was a good time to interest owners in the subject. It was a good guess. Owners of lots fronting on half a dozen streets were quick to see the advantage and promptly met the requirement that a sum sufficient to provide material for their foot frontage be placed in escrow. These estimated costs were based on the prevailing price of paving materials—rock, oil and cement.

There was no indication that a price war would shortly break out in the paving industry. But it did break shortly after work was started on the first street to be improved. And the war is still on, with the result that the city has just entered into a contract for its cement supply for the ensuing year for more than seven cents a sack less than the lowest price offered a year ago or ever before. There was a comparable cut in the price of rock and oil and by careful shopping around the city's purchasing agent got rock prices on all materials—prices the county was paying its huge purchases.

So the materials were for much less than the owners paid. And now the difference between actual and estimated costs is to be returned to the property owners, with an assurance by the city council that the same policy will be followed with respect to streets included in the street improvement program of 1940, and streets where the improvement has not been completed.

In some cases the refunds will amount to 50 per cent. Property owners on Manzanita avenue between Sunnyside and Michillinda paid \$1,105.32 and the actual cost of materials was \$637.73. The difference will be returned to the owners in proportion to the amount they placed in escrow, as it will be in the case of each other street. Materials for the work between Hermosa and Lima on Mariposa cost \$1005.10 and \$1,778.83 was paid in. Cost on the block of Mariposa between Park and Lima was \$79.12 and \$195.75 was paid in. Materials for the block of Manzanita avenue between Sunnyside and Park cost \$163.84 and \$255.52 was paid in. In the block of Park between Ramona and Orange Grove \$313.00 was paid in and the materials cost \$120.40. A block on Sunnyside and one on Mariposa are uncompleted, but owners in both blocks will receive refunds when the jobs are finished.

When members of the city council went over the figures early this week they unanimously agreed to formally authorize the refunds at Tuesday's council meeting.

Episcopal Church To Elect Vestry Next Wednesday

The annual parish meeting of the Church of Ascension will be held in the Parish Hall next Wednesday January 11th, at 7:30 p.m. The congregation will meet at this time to hear the reading of reports by the officers of the various organizations, to elect a Vestry, and to discuss the work planned for the coming year.

Sierra Madreans Contribute For Finnish Relief

Little Finland's unprecedented resistance to the cowardly invasion by the Godless Bolsheviks continues to excite the admiration, sympathy and material support of Sierra Madreans, a number of whom have contributed to the fund for Finnish relief through THE NEWS.

Contributions of \$5 from Mrs. Herman Hall of North Canon avenue and \$10 from Mrs. Laura Storm of 80 East Laurel avenue, have been received and promptly forwarded to the national headquarters for relief of Finland established in New York through the efforts of former President Herbert Hoover.

In a Social Way

HOWARD LIEBEN MARRIES SAN FRANCISCO GIRL

St. Luke's Episcopal Church in San Francisco was the setting for the wedding of Miss Roberta Lucille Hamlin to Howard Lieben, formerly of Sierra Madre, which was solemnized by Rev. W. W. Jennings at 4 o'clock Sunday afternoon, December 31.

Miss Hamlin wore a bouffant white taffeta gown, a shoulder length net veil held in place with a coronet of white carnations, and carried a bouquet of bouvardia, lilies of the valley and carnations frilled with white satin ribbon petals. She was attended by her cousin, Miss Elsie Barrett, who was gown in pink taffeta, and wore a coronet of pink carnations which also formed her bouquet.

which was similar to that carried by the bride.

Mr. Lieben was attended by his brother, Robert Lieben. After the ceremony a wedding supper was served at the home of the bride's aunt, Mrs. Clara Barrett, to members of both immediate families.

Mr. Lieben is the son of Mr. and Mrs. Howard C. Lieben of 632 West Montecito avenue. He is a graduate of Pasadena Junior College and for the past three years has been employed in San Francisco where he and Mrs. Lieben will make their home following a brief honeymoon in Northern California.

Mr. Lieben's parents motored to San Francisco early last week to attend the wedding and were joined at the end of the week by their son Robert.

DINNER PARTY HONORS EASTERN VISITOR

Mr. and Mrs. C. W. Jones entertained with a dinner at their home, 49 East Alegria avenue, Friday night in honor of Mrs. S. C. Stokes of Evanston, Ill., who is visiting her parents, Mr. and Mrs. R. S. Corlett. Guests included the honoree, Mr. and Mrs. Corlett, Mr. and Mrs. William Wersted, Mr. and Mrs. E. D. Burbank, Col. and Mrs. H. B. Hersey and Mr. and Mrs. Hudson Proctor, who were houseguests at the home of Mr. and Mrs. Jones for the holidays.

ANNOUNCE ENGAGEMENT OF RICHARD POULTER

Formal announcement of the engagement of their daughter Marion Ellen to Richard Langdon Poulter, son of Mr. and Mrs. George Poulter of 250 Santa Anita court, was made recently by Mr. and Mrs. Sidney J. Beers of Inglewood. The wedding will be an

event of the early spring. Mr. Poulter is a graduate of Pasadena Junior College and is well known in this community. He is employed in Alhambra.

P.J.C. CO-ED ANNOUNCES HER ENGAGEMENT AT PARTY

Passing chocolates to her sorority sisters at a meeting of the Tioga Club of Pasadena Junior College, held at the home of Miss Norine Fix, 679 Brookside lane, Tuesday evening, Miss Lorraine Beverly Hobson, daughter of Mr. and Mrs. Carl H. Hobson, 47 Bonita avenue, revealed her engagement to Henry B. Taylor, Jr., of Pasadena.

Members of the sorority who were present and received the announcement with surprise were Misses Dorothy Adkins, Aileen Thomas, Lois Klumph, Olive Franklin, Virginia Wood (president); Constance Keriak, Marjorie Crehan and Helen Holeman of Pasadena; Jane Screepe, Jeanne Kramer, Lillian Kozak of Temple City, and Beverly Beach and Marian Durham of La Canada.

CORLETT'S ENTERTAIN FOR ILLINOIS RELATIVE

Mrs. R. S. Corlett and Mrs. W. T. Wersted, 65 East Mira Monte avenue, entertained with a bridge luncheon at the Jonathan Club last Thursday, honoring Mrs. S. C. Stokes, daughter of Mrs. Corlett, who is visiting here from Evanston, Ill. Guests were old friends and schoolmates of the honoree.

Wednesday evening dinner guests of Mr. and Mrs. R. S. Corlett at their home were Mr. and Mrs. Charles Collins and son Braun of Evanston; Mr. and Mrs. Woodson Jones, and Mrs. Julia Shannon.

JACK PASCHALL, JR., TO WED A PASADENA GIRL

Revealing her engagement to Jack Paschall, Jr., on her birthday anniversary Tuesday, Miss Lucile Remy, passed candy at a luncheon of the Alpha Chi Omega Sorority House at the University of Southern California where she is in her sophomore year. Miss Remy is the daughter of Mr. and Mrs. Milton D. Remy of Pasadena. Mr. Paschall, who is a medical student at the University of Southern California, where he is a Phi Beta Kappa and a Phi Rho Sigma, is the son of Mr. and Mrs. Jack Paschall of 310 East Highland avenue. No date has been set for the wedding.

COCKTAIL PARTY AFTER ROSE BOWL GAME

Mr. and Mrs. Francis S. Dane, Jr. entertained a group of friends at an after the game cocktail party following the U.S.C.-Tennessee battle New Year's evening at their home, 730 Orange drive. Guests were Mr. and Mrs. Sherman Thacher, Mr. and Mrs. Robert Kortlander and Mr. and Mrs. Fernan Costello, of Pasadena; Lt. Commander and Mrs. Austin Doyle of San Diego; Miss Esther Pickering of Palo Alto, and Gilbert Allen of Jamaica, and Mr. and Mrs. Joel Taylor of Santa Anita Oaks, who on New Year's eve entertained Mr. and Mrs. Dane and Mr. and Mrs. Thacher.

SOCIAL NOTES

Twenty Sierra Madre friends attended a New Year's eve party and breakfast early New Year's morning at the home of Mr. and Mrs. John Spoelstra, 471 West Grand View avenue. New Year's evening the same group were entertained at a buffet supper given by Mr. and Mrs. H. C. Reavis at their Sturtevant drive home.

Among young Sierra Madreans who attended the Coronation Ball

in Pasadena last Thursday evening were Miss Marilyn Paschall and Miss Mary Garland.

David Sheriff, son of the Rev. and Mrs. S. R. Sheriff, was host to a group of young friends at dinner at the Sheriff residence Saturday evening. Guests included Gordon Lacy, Tom Mitchell, John Yule, Leo Levett, Tom Wynne and Mr. Sheriff. Tomorrow evening Mr. and Mrs. Sheriff will be dinner hosts to Norman O. Nelson and son Donald.

Miss Hazel James Ferguson, 75 North Baldwin avenue, was guest of Mr. and Mrs. Carson G. Bell at a buffet dinner at their Pasadena home New Year's day.

Mr. and Mrs. W. E. McMillen, 44 West Carter avenue, attended a New Year's eve dinner and party at the home of Mr. and Mrs. Joseph Ilo in Los Angeles. On New Year's day Mr. and Mrs. Earl McMillen of Corona attended the races at Santa Anita with the W. E. McMillen's, whose dinner guests they were in the evening.

Weekend social activities for Mr. and Mrs. S. C. Coumbe included a buffet supper at their home Saturday evening when guests were Mr. and Mrs. Leo Prike of Glendale and Mr. and Mrs. B. Cunningham of Los Angeles. New Year's eve dinner guests were Mr. and Mrs. Cunningham and Miss Cheryl Walker of Pasadena, and on New Year's day they entertained Mrs. Marion Etzel and son Hugh of Long Beach.

Guests of Mrs. E. D. Burbank at a bridge breakfast at her home, 42 East Carter avenue, last Wednesday morning were Mmes. R. S. Corlett, Wm. Wersted, S. C. Stokes, Hudson Proctor, E. E. Bacon, Adria Johnson, and H. P. Bacon of Westwood.

Miss Julia O'Grady and Gale Hersey were guests at an evening dinner party given by Miss Trudy Brunner at her home in Pasadena New Year's day.

Mr. and Mrs. Carl Hansen, 219 North Sunnyside avenue, were entertained at dinner and dancing at the Hollywood Roosevelt Hotel Friday evening by Mr. and Mrs. S. C. Coumbe.

On New Year's day Mr. and Mrs. James Heasley were entertained by Mr. and Mrs. G. Klingner at their home in Pasadena. Mr. and Mrs. Robert M. Hicks, 550 Oakdale drive, entertained Mr. and Mrs. Roy Neely of Glendale at Wistaria Vine Gardens on New Year's day.

The Canyon Thimble Club will meet this afternoon at the home of Mrs. P. B. Linville, 595 Alta Vista drive.

Dinner and the theatre in Hollywood were the New Year's activities of Mr. and Mrs. Charles M. Hamilton, 555 West Grand View avenue, who greatly enjoyed seeing Charlotte Greenwood at the El Capitan.

Miss Margaret Cox, 269 East Laurel avenue, was guest at a luncheon given Saturday by Miss Marilyn Huddy at her home in Pasadena in honor of her cousin, Miss Barbara Graham. Mmes. E. E. Bacon and Adria Johnson entertained a small group of friends at a bridge luncheon Friday honoring Mrs. H. P. Bacon of Westwood.

Mr. and Mrs. M. Penn Phillips entertained 25 guests at a New Year's eve party which they gave at the Antelope Valley Country Club.

Approximately one hundred young friends enjoyed the annual New Year's eve buffet supper and ball given by Miss Eleanor Phillips and Mrs. Richard Thayer at the M. Penn Phillips estate, 200 Olivera place. Mrs. Eleanor Hap-py, grandmother of the hostesses, was the chaperone for the evening.

—Margaret Ellason.

Round The Town

Mr. and Mrs. John Smurda and son John Joseph of Brentwood Heights enjoyed the weekend visiting with friends in Sierra Madre.

Mrs. Zula Troutner and sons Harold and Paul, and Mrs. Margaret Champlin of 329 North Auburn avenue, entertained Mr. and Mrs. W. A. Baldrige of Vincennes, Ind., over the holidays.

Guests for the holidays at the home of Mr. and Mrs. Christ Bender, 427 West Highland avenue, were Mr. and Mrs. Walter Brown and Mr. and Mrs. Lance Lillibridge of Buhl, Idaho, who made the trip south especially for the Pasadena Tournament of Roses.

Mrs. Eva Moore has returned to her home, 71 Victoria lane, after spending a three weeks vacation with her daughter, Mrs. Powell Cassidy, in Oakland.

Richard Schlauffler of Philadelphia spent the holidays here with his grandmother and aunt, Mrs. Alfred R. Page and Miss Elizabeth Page, of 153 South Hermosa avenue.

Mr. and Mrs. Alan Thompson

EPISCOPAL GUILD TO PLAN CARD PARTY

St. Catherine's Guild will meet next Tuesday, January 9 at the home of Mrs. Roxana Martin, 617 West Montecito avenue, to discuss plans for a card party to be given the latter part of the month.

SON IS BORN TO NEW TIMES AGENT HERE

An eight pound 13 ounce baby son was born to Mr. and Mrs. I. H. Roberts, 56 East Sierra Madre blvd., at 8 p.m., January 3rd, at the Huntington Memorial Hospital. Mr. Roberts is the local Times agent. Mother and son are reported as progressing splendidly.

STATE PICNICS

The Missouri State Society of Southern California will stage its great annual mid-winter picnic reunion all day, Saturday, January 13th, in Sycamore Grove Park. The county registers will be open all day. Every Missourian resident or visiting, and tourists are invited.

of San Francisco were here for the New Year's holidays with Mr. Thompson's mother, Mrs. Milford Thompson, 289 San Gabriel court.

Mrs. Harold Smith of Bakersfield, sister-in-law of Mrs. John Spoelstra, accompanied by her mother, Mrs. Charles Anglin of Grand Rapids, Mich., spent New Year's day in the southland seeing the Tournament of Roses and visiting at the Spoelstra home, 471 West Grand View avenue.

Miss Helen Faddis, superintendent of nurses of the Western Reserve University Hospital of Cleveland, Ohio, is spending several weeks at the home of Miss Marian Vannier, 153 South Hermosa avenue. She expects to go soon to the desert home of Dr. and Mrs. Charles Wayland at La Quinta for a visit. Miss Mary Herr of Lancaster, Penn., is also spending a few weeks with Miss Vannier. Eastern visitors who will spend the winter at the Vannier home are Mrs. Agnes Scott and Mrs. Charlotte Jones of Woodbury, N.J.

V. M. Baldock of Eureka, father of Mrs. Glenn Ogg, 258 North Mountain Trail avenue, spent the holidays here at the Ogg residence. He returned to Eureka early this week.

Capt. and Mrs. E. G. Everett, 68 Vista Circle drive, will spend today at Montrose with Mr. and Mrs. William Kuist of Seattle, Wash. In the afternoon they will visit the Oakmont Country Club.

Mr. and Mrs. Ben Solnit, 326 Adams street, will return Sunday from a week's business trip to Chicago. Mr. and Mrs. W. B. Stringfellow, St., 497 West Grand View avenue, are spending several days at the Biltmore Hotel in Phoenix, Ariz. Mr. and Mrs. W. B. Stringfellow, Jr., and Miss Florence Stringfellow returned Monday from Catalina where they spent the weekend.

Dr. Walter Woodburn Hyde, who has been visiting in Sierra Madre for several weeks, left Monday for the east and will resume teaching at the University of Pennsylvania in February.

Where's George?



gone to . . .
PITZER & WARWICK

"What a break for me," cried George, "to find so many sparkling examples of quality and style at Pitzer & Warwick!"

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PROMISING STUDENT HEARD IN RECITAL

On the evening of December 27, amid a lovely Christmas setting at her home on LaLoma road, Pasadena, Miss Mary Luce was presented in a piano recital by her teacher, Louie Mae Stanham. Heard on the program were compositions by Mozart, Bach, Schumann, Chopin and a group of moderns including Ravel, Mahand and Fuleane.

Miss Luce proved herself a student of much promise whose excellent training and intelligent grasp of artistic values should take her far.

This spring Miss Stanham is planning to present another interesting student, Miss Mary Rodigney, in a costume recital of Spanish music.

Mr. and Mrs. Donald Hibbs of Vista spent the weekend here visiting at the home of his father, W. L. Hibbs of 249 Ramona avenue, and while here enjoyed seeing many old friends.

Mr. and Mrs. Scott Haselton were guests of Mr. and Mrs. Emmett Black on Sunday when the party saw "Gone With the Wind" now showing in Los Angeles.



Exclusive
Catering Service
for all occasions
Art Exhibit by
Jack Wilkinson Smith

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Cut Rate Drug Prices

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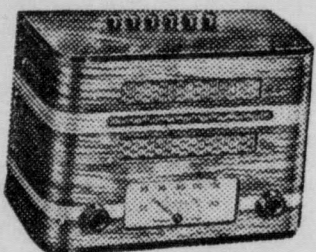
Effective January 1, 1940, and until further notice, the rate of interest to be paid on savings accounts carried with this bank will be one and one-half (1½) per cent.

Sierra Madre Savings Bank

21 Kersting Court R. C. Lewis, President

1940

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Prices 10⁹⁵ and up

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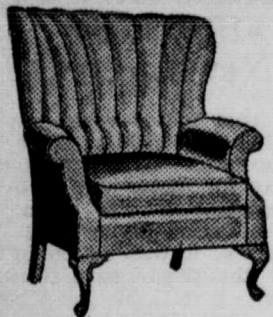
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"A YEAR TO PAY"

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What A Girl Sees Ramblin' Round

WHAT a week! What a week! We are a good deal like the old Virginia colored man who forbade his son to wear his suspenders crossed in front because he couldn't tell "whether the boy was coming or going." We're like that after all the excitement and a lot of the fellow townsmen we saw hither and yon must feel the same way. Scarcely had Santa Claus disappeared than in the excitement of all the holiday parties came the coronation of the queen of the Rose Tournament and the ball... a perfectly gorgeous spectacle that a lot of Sierra Madreans enjoyed. With the music of the dance still ringing in our ears we were off to the opening of the racing season at Santa Anita Park Saturday where we saw what must have been half the adult population of Sierra Madre... Many of the same faces turned up at the city water plant that and the next night while the Wistaria Town float was being made ready for the great New Year's pageant... Then the breath taking spectacle itself New Year's morning and the gridiron classic in the Rose bowl during the afternoon where we saw many more Sierra Madreans. And still the whirl of New Year's parties continues. It'll take all of a week to get back to earth, but we are glad to have had the opportunity to spend the holidays among the delightful people of this city who seemed to radiate the holiday spirit of joy and good will.

Fortunate to enjoy the sublimely beautiful rose parade Monday surrounded by Sierra Madreans it was interesting to see their chests swell with pride as our "Land of the Free" came into view through the lane of cheering humanity. It was the first float featuring the national emblem and everyone seemed to stand at attention... and applaud. Every one of our citizens should be happy that we sent out such a splendid representation, though both during the parade and since we found many who believed our entry warranted a higher prize than it received. But when you stop to think that we have picked off three prizes in as many years we don't seem to be doing so badly... especially considering the cost of our floats in comparison with some of the others that have not even rated honorable mention. It is all due to fine designing and the wonderful spirit of co-operation that causes our people to toil endlessly... and cheerfully... in the tedious task of decoration. This spirit continued we are bound to grab off a sweepstake one day soon.

The merest stranger in our midst could tell that Santa Claus was good to the youngsters here. About every other child seems to have a shiny new pair of skates, or a scooter... and many a young heart was made happy with a new bicycle on Christmas morning. As we see them flying around on their bikes we find ourselves hoping and praying that the good intentions of Santa Claus that made the young hearts happy do not bring sorrow to the hearts of fond parents for there are so many frightful things that can and do happen to young bicycle riders... and older ones too.

Marion Hays, our street superintendent, suggests that any citizen finding him or herself short a pair of "store" uppers may be made happy by calling at the city pumping plant. A set rescued from a truckload of street sweepings is dangling at the end of a string down there waiting to be claimed by someone. The teeth are perfect... he says.

—Jean Ward battling for Viola Backus.

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COME HERE FIRST

At the Churches

Bethany Church

(The Little Stone Church)

Rev. Stewart E. Sheriff, Minister

Sunday Services—

9:30 a.m.—Bible school; classes for all ages.

11 a.m.—Morning worship. Communion service.

6:30 p.m.—Christian Endeavor societies.

7:30 p.m.—Evening meeting. Sermon, "The Changeling Christ."

Prayer meeting Wednesday evening, at 7:30 o'clock.

Congregational

Rev. Arthur O. Pritchard, Pastor

"Road to a Happy Year" will be the topic of the 11 o'clock morning service by the pastor.

Holy Communion will be celebrated. Ordination of deacons.

The Pilgrim Fellowship will install new officers at 6:30 p.m.

The public is cordially invited to attend this ceremonial meeting to be held in the church.

Church school at 9:45 for all departments.

"An Evening with the Hymns" will be the title of the Vesper Service at 7:30 p.m. Some of the best known hymns will be sung and played on the new organ and the stories of their composition told by the pastor.

Church of the Ascension

(Episcopal)

Rev. Wm. B. Heagerty, Rector

Rev. A. G. H. Bode, Rector Emeritus

7:30 a.m.—Holy Communion.

9:30 a.m.—Morning service and address with Holy Communion on third Sunday in the month.

11 a.m.—Morning service and sermon, with Holy Communion on first Sunday in the month.

St. Rita's Shrine

Rev. Augustine Scannell, C. P.

Pastor

Sunday—

Masses at 6:30, 8 and 11 a.m.

Sunday—

Masses at 6:30, 8 and 11 a.m.

Week Days—

Mass at 6:30 a.m.

Christian Science

Hermosa and Highland Aves.

First Church of Christ, Scientist

Branch of The Mother Church, The First Church of Christ, Scientist in Boston, Mass.

Sunday Service, 11 a.m.

These words from Joel, "Ye shall know that I am in the midst of Israel, and that I am the Lord your God, and none else," are the Golden Text in the Lesson-Sermon on "God" on Sunday in all Churches of Christ, Scientist.

Sunday School, 9:30 a.m.

Wednesday meeting 8 p.m., at which testimonies of Christian Science healing are given.

Reading Room, 22 North Baldwin Ave., open daily except Sunday and legal holidays from 10 a.m. to 3 p.m.

Full Gospel

Intergovernmental

195 W. Sierra Madre Blvd.

Pastor, Rev. Hazel F. Dolbee

Sunday Services—

10 a.m.—Sunday school.

11 a.m.—Morning worship.

7:30 p.m.—Evangelistic service.

Tuesday—

7:30 p.m.—Prayer and praise service.

Friday—

7:30 p.m.—Evangelistic service.

Nazarene Mission

26 Windsor Lane

Rev. Deal Van De Grift, Pastor

Sunday Services—

10 a.m.—Sunday school.

11 a.m.—Morning worship.

6:45 p.m.—Young People's Society.

7:30 p.m.—Evangelist services

James McAndrew and his sister Mrs. Mary Anderson, who arrived Sunday morning from Grandin, South Dakota, and were guests for a few days at the home of Mr. and Mrs. J. D. McAndrew of 311 Auburn avenue, will spend the winter at 277 West Highland avenue.

PUBLIC NOTICE

CERTIFICATE OF BUSINESS

FICTITIOUS FIRM NAME

THE UNDERSIGNED does hereby certify that she is conducting a Beauty Shop business at 5 Kersting Court, City of Sierra Madre, County of Los Angeles, State of California, under the fictitious firm name of ELLEN'S BEAUTY SHOP and that said firm is composed of the following persons, whose names and addresses are as follows, to wit:

Mary Haskell, 1705 Edgewood Drive, Alhambra, Calif.

WITNESS my hand this 6th day of December, 1939.

MARY HASKELL

STATE OF CALIFORNIA

County of Los Angeles

ss.

ON this 6th day of December, A.D., 1939, before me, R. E. Reed, a Notary Public in and for said County and State, residing therein, duly commissioned and sworn, personally appeared MARY HASKELL, known to me to be the person whose name is subscribed to the within Instrument, and acknowledged to me that she executed the same.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed my official seal the day and year in this certificate first above written.

R. E. REED

Notary Public in and for said County and State.

My Commission Expires February 1, 1942.

Publish 18-16

Services Held For John W. Stinman 58 Years A Mason

John Wesley Stinman, 265 West Laurel avenue, father of Ben Stinman, master of the Sierra Madre Masonic lodge, passed away on New Year's day at the age of 94. He was born in New York City, and had lived in Sierra Madre for 10 years.

Mr. Stinman was a member of the Masonic fraternity for 58 years; a member of the Methodist church of Calloway and a former railroad man.

Funeral services were held at Grant Chapel at 3 p.m. Thursday with Rev. Arthur O. Pritchard officiating. Lela Embree was the soloist. Interment will be at Calloway, Neb., where a special Masonic funeral service will be held on Sunday.

Besides his son Ben, he is survived by two daughters, Miss Minnie Stinman of Sierra Madre, and Josephine Wise of Calloway, Neb., and the following grandchildren: Marjorie Peterson of Sierra Madre; Twila Crawford and Gordon Stinman of Pasadena; Douglas Wise, Helen Van Cleave, Irma Gordon, Ralph Wise, Warren Wise, Frances Wise and Wesley Stinman of Calloway, Neb., and five great-grand children.

Timely Tips

By Florence Matheny

Home Economist, Southern Counties Gas Company

Remember "Twelfth Night" which ends the "Twelfth Day" after Christmas? It is being celebrated again and it's a grand way to entertain on January 6th.

Let us wind up the holiday season. This makes it a perfect time to entertain that special group or club when traditional refreshments call for cake and punch, made from recipes which are good any day or night in the year.

whole glad new year!

TWELFTH NIGHT WASSAIL

1 cupful grated pineapple

2 quarts boiling water

2 cupfuls sugar

2 cupfuls freshly made tea

1 quart grapejuice

1 quart carbonated water

2 cupfuls orange juice

Cook pineapple, water and sugar together 15 minutes. Strain and cool. Add tea and fruit juices; let stand for an hour. When ready to serve pour over cracked ice cubes and add carbonated water. Serves 30-40. Note: More sugar may be added, if desired, and pineapple juice may be used in place of pineapple.

GOLDEN TWELFTH NIGHT CAKE

2 cupfuls sifted all-purpose flour

1/2 teaspoonful double action baking powder

3/4 teaspoonful soda

1/2 teaspoonful salt

1/2 cupful shortening

1 1/2 cupfuls sugar

2 eggs

1/2 cupful buttermilk

1 cupful mashed bananas (2 to 3 bananas)

1 teaspoonful vanilla extract

Sift flour, measure, and sift again with baking powder and soda. Add salt to shortening, cream in sugar gradually. Add eggs, one at a time, and beat well after each addition. Combine buttermilk, mashed or sieved bananas, and flavoring; add alternately with dry ingredients to creamed mixture. Pour into greased layer cake pans and bake 20 to 30 minutes in a moderate gas oven (375° F.). Cool on cake coolers. When layers are cold, put together with whipped cream and sliced bananas, and spread whipped cream over top of cake.

With our very best wishes for the happiest of new years, comes this timely suggestion for making baking with modern gas equipment even more satisfactory. Combine 1/2 cupful of flour with 1/2 cupful of unsalted fat or shortening, mixing until creamy. Store this mixture in a cupboard and use as needed for greasing pans. We'll wager—you'll wonder how you ever did without it!

That "Extra" Meal

• Vitamins, in concentrated form, afford that extra nutrient so essential in times of stress.

This store is headquarters for these modern drug concentrates—vitamins and minerals—prepared by the leading pharmaceutical houses. Beware of "bargains." When your Doctor recommends vitamins or minerals to supplement your regular diet, bring his prescription here to be filled. You are assured of fresh, potent stocks, true to label claims and—fair prices.

Hartman's

The Retail Pharmacy

25 North Baldwin Phone 25

SIERRA MADRE, CAL.

RELIABLE PRESCRIPTIONS

Tracy Polo Tourney Opens At Riviera

Galloping sportsmen of the Southland will ride into action Sunday afternoon at Riviera Country Club with the start of the Spencer Tracy series which will be preliminaries for the Pacific Coast polo tournament set for next month.

Spencer Tracy has put up the silverware for these forthcoming games. Every polo club on the Coast will be invited to compete.

In Sunday's melee Riviera will tangle with an Uplifters four and Beverly Hills poloists are scheduled to clash with a Santa Monica four. The first game starts at 1:45 and a particularly attractive card of equestrian jumping contests which will be held between polo matches.

Weekend houseguests of Mr. and Mrs. Robert Rigney, 777 Woodland drive, were Mrs. Rigney's sisters the Misses Jo and Dorothy Wolcott, and Miss Roberta Reser of Los Angeles, and Dr. George Bolin of Seattle, who was recently transferred to the public health service at San Pedro.

A Star SPECIAL

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Pasadena's Largest Furniture Store

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SAVE MONEY DURING 1940 BY SHOPPING AT OUR NEIGHBORHOOD SAFEWAY

TYPICAL VALUES

GRAPE NUTS Tasty 12-oz. 12¢

CELLOGG ALL BRAND Breakfast 16-oz. 18¢

CORN FLAKES Kellogg's 8-oz. 11¢

FANCY PEACHES Castle No. 2 1/2 12¢

FRUIT COCKTAIL Crest. can (Sliced or Halved) 10¢

STOKELY BEANS Cut No. 2 10¢

SUGAR BELE PEAS Fancy 2 No. 2 21¢

RED HILL TOMATOES Solid No. 2 12¢

ANGLO CORNED BEEF Slices 12-oz. 16¢

PINK SALMON Hunter's tall brand. can 10¢

MISSION TUNA Light No. 1 23¢

SPAGHETTI Van 15-oz. 15¢

TOMATO SAUCE Del Monte 8-oz. 4¢

TOMATO CATSUP Our Favorite 14-oz. 9¢

WHITE KING SOAP Giant 3 bars 10¢

OLD DUTCH Cleanser Made with 3 cans 20¢

SU-PURB SOAP Granulated 24-oz. 19¢

PUREX Liquid Bleach The gentle 32-oz. 11¢

ZEE TOILET TISSUE Family package 15¢

NAVEL ORANGES California grown, sweet, juicy 2 doz. 15¢

JUMBO SIZE 15¢

FRUIT DOZEN 12¢

EXTRA LARGE 10¢

FRUIT DOZEN 12¢

LARGE SIZE 10¢

SMALL SIZE 6¢

FRUIT DOZEN 12¢

BURBANKS 10 lbs. 17¢

FANCY QUALITY BURBANK POTATOES TO BOIL, BAKE OR FRY

RUSSETS 10 lb. mesh bag 18¢

FANCY QUALITY RUSSET POTATOES—packed in mesh bag (15 POUND BAG, 25¢)

GRAPEFRUIT 1 doz. 1c

LARGE SIZE FRUIT (Medium size, dozen 10¢; Extra Large size, 4 for 5¢)

LETTUCE 3 heads for 10¢

LARGE CRISP HEADS OF FANCY QUALITY LETTUCE

NOTE: Some Stores do not carry all sizes of citrus fruits.

Guaranteed Meats

SEVEN BONE ROAST lb. 17¢

Choice center cut seven bone roast, cut from Safeway Guaranteed Beef. Excellent to pot roast.

ROUND BONE ROAST lb. 22¢

Round bone roast, cut from shoulder of Safeway Guaranteed Beef. To pot roast with noodles.

RATH'S PICNICS lb. 17¢

Rath's Tender Picnics. Smoked, shankless shoulder of pork. Fine to bake.

SLICED BACON ea. 10¢

Un-X-Id brand, high quality bacon, sliced and wrapped in 1/2-pound Cellophane packages.

PIECE BACON Choice sugar cured 1b. 17¢

Eastern bacon, Piece.

CUDAHY'S HAM 23¢

Puritan brand. Whole ham or full half.

PORK ROAST 15¢

Large cuts from either end of loin of pork.

PORK SAUSAGE 17¢

Un-X-Id. Pure pork & spices. 1-lb. Viiking.

SPARE RIBS 17¢

Choice, meaty spare ribs of pork. To braise.

WEINERS 19¢

Or Frankfurters. Skinless. Choice quality.

LAMB LEGS Safeway Guaranteed 1b. 25¢

Lamb, Shankless.

LAMB SHOULDER 17¢

Full center cut roast. No shank, no neck.

SEA BASS 18¢

Fresh Mexican Bass, in piece. (Sliced, 1b. 19¢)

OCEAN PERCH 27¢

Forty Fathom brand. Fancy quality fillets.

SKINLESS COD 27¢

SIERRA MADRE NEWS
SIERRA MADRE, CALIF.

Established October 2, 1906

Published Every Friday
L. R. GOSHORN
Editor and Publisher
TELEPHONE 48
9 Kersting Court

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Member National Editorial Ass'n

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Subscription rates: One year, \$2. Six months, \$1.25. Three months, 75c.

Study the past if you would divine the future.—Confucius.

AN AMERICAN PURGE

Not often has the world begun a new year in greater uncertainty than at the outset of 1940. Mankind is yet too close to the kaleidoscopic events of astonishing 1939 to gauge their ultimate effects upon history. But one thing seems certain: 1939 and 1940 will go down in American annals as the era of the Great American Purge—the years when the revolting revelation of the true substance of Nazi and Communist doctrines led to a wholesale and voluntary purge of the poisons of subversive "isms" from the bloodstream of national thought.

Not so long ago there was a complacent "yes, but—" attitude toward alien ideologies on the part of many well-meaning Americans. "Yes, of course, we want Democracy here—but Communism is a movement of the Russian people. There must be some good in it." And "Yes, Germany is under a dictatorship, and we wouldn't want that here—but the German people like it, so why should we condemn it?" It even became the fashionable thing, among some groups of "liberal" social theorists, to hint with a superior air that our time-worn old Democracy might be improved by taking on some of the ideas of Nazi "efficiency" and of Communism's "peaceful and solicitous" concern for the Russian masses.

But the blood of murdered Finns has washed away the fake veneer of the Communistic "world

brotherhood." Communism stands starkly revealed, not as a movement of the Russian people, but as an instrument for their enslavement, for enslavement of Europe and the world, under despot more ruthless and bloodthirsty than Ivan the Terrible. Hitler's pretense of seeking only the return of the Reich of ex-patriated German minorities and of "righting the wrongs of Versailles" was given the lie when he absorbed Poles and Czechs at the point of the bayonet.

The purge is momentous. And Americans, many ashamed of their past attitude, are dedicating themselves to the ideals of Jefferson, Hamilton, Washington and Lincoln. It is a glorious, intelligent, peaceful purge. Our naval, aerial and military might will protect us against attack from abroad. But poisons from within could have destroyed us.

WHAT WILL THEY DO?

Congress is getting back on the job again, after its brief holiday faced with the task of levying new taxes, raising the limit of the national debt, or cutting appropriations to the bone in a desperate effort to stem the tide of rising public expenditures. And at Sacramento, Governor Olson has called a special session of the State Legislature for January 29—with taxation, again, as the major issue.

No one, at this early date, can accurately forecast the outcome of this "legislative double-header," but new spending and tax programs promise to be far less popular than at any other period in the past decade.

President Roosevelt, apparently bowing to the public demand for less spending, has let it be known that he will swing the economy axe on virtually all budget items. Relief appropriations are due to be slashed to a new low; the CCC and NYA are likely to be hard hit, and farm benefits face drastic reductions. Of particular concern to California and other Western States is the fact that reclamation projects—including Central Valley, Grand Coulee and Colorado River—are threatened with cuts as much as 50 per cent because of the Reclamation Bureau considers minimum requirements. California, desperately in need of a breathing spell for its taxpayers, must expect to take the bitter with the sweet. In all probability, however, sufficient funds can be secured to continue work on the vital Central Valley Water Project.

And in light of probable slashes in federal contributions toward relief costs, the Legislature may also be expected to see to it that relief rolls are purged of all chiselers and that relief is granted only to the needy and deserving. The legislators, from current indications, are making ready to swing the axe on all unneeded appropri-

ations. And many governmental frills and luxuries are due for drastic pruning.

A DIFFERENCE

Twenty-five years ago fighting raged in the mud of Flanders as the Allies took the offensive in the first World War.

Today millions of men wait restlessly on either side of the Siegfried and Maginot lines—as they have waited for the past four months. Locked in stalemate by their colossal fortifications of defense, the soldiers of France, Britain and Germany present to the general staffs who guide their destinies a problem comparatively new in warfare: how to keep boredom and idleness from seriously lowering the morale of the men.

Premier Daladier of France clearly stated the difference between the present conflict and that of 1914 when he referred to the war now going on as a "siege." Its purpose is not so much to crush Germany by violence from the outside as to starve it into submission from within and drive a desperate populace into overthrowing the present government themselves.

Nothing has better shown the difference between the war of 1914 and the "Siege of 1940" than these simple facts, just released by the French War Ministry. During the first three months of the present conflict, the number of deaths suffered by the army, navy and air forces of France was 2133. During the first three months of the World War its number of dead and missing totaled 450,000.

There is the difference between a war and a siege. But what the Spring months may bring is another matter!

A NEW TRADITION

It's a new tradition of the seas that the German Navy is writing. Compressed into one word, it is "self-destruction."

The "suicide" of the Graf Spee was far from the traditions of the great sea fighters, and far from America's naval tradition of "Don't give up the ship!" As General Hugh Johnson says, there is some justification in the statement, "No enemy can sink a ship. They sink themselves."

But Chancellor Hitler, who ordered the destruction of the pocket battleship, has always been a desperate gambler who staked everything on victory. For those who blindly follow such a wild and desperate policy, an act of self-destruction is a natural means of escape when defeat threatens. Because persons or nations refuse to face realities, they embark on such a policy, and when realities can no longer be avoided, they destroy themselves rather than face them. This is the dark spirit of defeatism.

In these facts there is a challenge for nations at peace to confront, urgent problems honestly and squarely, to avoid taking refuge in visionary ideas which lead only to disillusionment. The problems confronting America today call for sober thought, united effort, and a common will. By facing realities, and working to solve its economic headaches on the basis of the greatest good for the greatest number, a united effort by these United States can set the nation firmly and confidently on the road to recovery.

We have worthy battles to fight here at home, and it is this country's tradition to face obstacles, not flee from them. "Don't give up the ship!" applies to the American way of democracy as well as to America's men-o-war!

"FOUR MEN AND A GIRL" AT THE PLAYHOUSE

Four men and a girl, grasping for straws of explanation in Howard Lindsay's comic rampage, "She Loves Me Not," manage to tear the ivy from the Statelays walls of Princeton University in great handfuls.

The Lindsay comedy heads for the Pasadena Community Playhouse stage, January 9-20, to tell about Curley, the night club dancer, who tries hiding in the walls of old Nassau to escape the police. A quartet of seekers after higher education make a desperate college try with the aid of boys' clothing, a pair of scissors, etc., but the more the comic soup is stirred, the thicker the laughter and the deeper the collegiate chagrin.

A New Year's Letter

December 29th, 1939

Editor,
Sierra Madre News,
Sierra Madre, Calif.

Dear Mr. Goshorn:

As President of the Sierra Madre Chamber of Commerce may I take this opportunity to thank you for your unstinted support and co-operation accorded us throughout the past year.

To you and THE NEWS belong a great deal of the credit for the many successful and entertaining attractions held here in Sierra Madre during the past year which were enjoyed by all of our citizens, old and young alike.

We hope that the coming year will be a prosperous one for you and your valuable newspaper and that you will again accord us the splendid co-operation in the coming year.

Wishing you and yours a very Happy and prosperous New Year.

Sincerely yours,
WM. L. BURE,
President.

Seeking to streamline government in the interests of more accurate representation, measures have been introduced into every Congress for years proposing to abolish the electoral college and changing the present method of electing a president. The present session will be no exception. In a pre-congressional debate, Rep. Lea last week again advanced a constitutional amendment to discard the electoral college, but leave each state its present number of electoral votes. These votes, however, would be apportioned among the candidates for the presidency according to the size of the popular vote. Under the present, admittedly less representative, system of election, a candidate who wins a majority of the vote in California, for example, receives all the electoral votes of this State. As a result, the electoral college frequently gives a distorted picture of public political sentiment. But streamlining government, even in the interests of efficiency, is a very slow process, weighted as it is by the heavy hand of tradition. An early end to the electoral college may be hoped for—but not counted on!

creased nearly 80 per cent—from \$4 billion dollars to well over \$14 billion.

To Japan's government the New Year has brought anger and grief. The grief comes from the unflinchingly militant stand of the Chiang-Kai-Shek regime in China. Far from showing signs of collapsing, China's resistance is steadily strengthening, and the dauntless spirit of her millions of people clearly says, "We have just begun to fight!" But Japanese anger, in the past few days, has been reserved for the United States, and its apparent indifference to arranging any agreement to take the place of the Japanese-American commercial treaty expiring January 26. The slamming shut of the Open Door in China, no less than the merciless bombings of civilian populations, has sharply alienated American feelings toward Japan's "new order in Asia." But this the Japanese leaders are unwilling, or unable, to see. To them, the conquest of China is part of their "divine, historic destiny." In the fact of this, America's lack of sympathy or cooperation is regarded as sheer stubbornness and perversity. It is indeed a cruel and heartless world that greets the

Tax collections in this country in the past six years have in-

WELL, WELL, LOOK WHO'S HERE!



warlords of Japan this week!

Installed horse power in manufacturing industries, which is largely attributed to the growth of patented devices, made a 17-fold gain in this country in the 60 years from 1869 to 1929.

Relief has brought a four-asp-rin headache to California. Charges of pressure group activities, nepotism, waste, and inefficiency in the business activities of the State Relief Administration—made in a special report last week—give indication that not all of California's great and growing relief bill can be blamed on relief clients themselves. Maladministration, judging by the report, has also been a costly "client" on the State's relief pay-rolls. With the deficiency in the State treasury's general fund now at its highest peak in history, having reached \$55,637,821 at the end of the first five months of the present fiscal year, plugging up of wasteful leaks in relief administration is imperative. The alternative is an ever rising flood of expenditures which cannot help but ultimately threaten the State's solvency—and throw thousands more on relief!

"This is going to be a big, prosperous year in real estate. The tide has turned," says President Charles E. Jones of the California Real Estate Association.

Slightly groggy from the innumerable setbacks he has received, John Taxpayer has begun rallying his flagging spirits, seeking to escape his customary role of the "fall guy" who ever takes it on the chin. Witness his latest triumph in Denver, Colo., where the City Council last week suddenly reversed itself and repealed three nuisance taxes—just two weeks after they had been enacted. Even taxpayers with the long-suffering patience of Job rose up in wrath when Denver councilmen a fortnight ago imposed a one-cent a package cigarette tax, a 50-cent a wheel tax on all motor vehicles, and a \$50 yearly license fee on firms selling goods on the installment plan. Whatever the reason, taxpayers marshaled their forces speedily, administered a vigorous "dressing down" to their city officials, and won a hasty repeal of the nuisance measures. Taxpayers should take heart!

In less than 100 years the number of patents issued annually for products to give better living and more jobs to Americans increased more than 4,700 per cent.

The 1940 count of California's population is expected to create from three to five new Congressional districts in the state. Reapportionment will be made in 1941. Should Congress justify the added representation, the state legislature would determine the new boundaries—and what a nice figat that will be! California at present has 20 Congressional districts. Regardless of the increased population, the number of state legislators will not be changed. But again there may shifting of boundaries.

Only in America have silk stockings become a necessity of everyday life. Five hundred and sixty million pairs of silk stockings are made in the United States every year, an average of 13 pairs apiece for every American woman over 15.

Los Angeles County savings and building loan associations ended the year 1939 with \$125,000,000 in resources, representing 40 per cent of the total assets of these institutions in California. The 72 associations located in this county recorded an increase of approximately \$15,000,000 in assets for 1939. California institutions numbering 181 ended the year with total assets of \$325,000,000, an increase of about \$20,750,000 for the preceding 12 months.

Secretary of Commerce Hopkins warns that 1940 will have to bring increased demand if the country is to beat a trail out of the depression and continue the high production levels of 1939. Unfortunately consumer demand, the dynamo of our economy, isn't self-propelling. Prices, wages, and taxes, effect its speed and power. When over-taxation puts too heavy a load on that all-important dynamo, industry's wheels slow down, payrolls decline, and buying falters.

Precious privileges often re-

Motorists Here To Pay \$19,000,000 For New Licenses

California motor vehicle owners, more than 2,000,000 of them, will pay approximately \$19,000,000 to the state for motor vehicle license and registration fees during the period between January 2 and February 4, it was announced today by the department of motor vehicles.

More than 1200 tons of steel went into manufacturing the 2,791,215 license plates motorists will buy. Despite this great weight the new plates are lighter than those used last year. The corners are more rounded, making for lighter weight and greater safety.

The color scheme for 1940 will be black numerals on orange background, providing for greater visibility.

Distribution of new licenses started January 2, Philbrick said. February 4 has been set as the deadline and motorists must pay their registration and license fees before that date or be assessed heavy penalties.

BAY CITY FAMILY TO SPEND WINTER HERE

Capt. and Mrs. Arthur H. Wolf of San Francisco have taken the home of Mrs. Josephine Marr at 204 East Sierra Madre blvd. for the winter. Mrs. Marr will spend the next few months in Pasadena at 1067 San Paschal avenue.

MRS. GUNNET REPORTED ON WAY TO RECOVERY

Mrs. W. A. Gerry, 146 South Hermosa avenue, will be among Sierra Madreans attending the student lectures by Mrs. G. W. Ballard at the Shrine Auditorium in Los Angeles this week.

BIRTHDAY GREETINGS

THE NEWS extends birthday greetings and its best wishes this week to the following Sierra Madreans, whose birthdays are indicated—

Norma Morrison	Jan. 5
Robert M. Hicks	Jan. 6
Richard Kein	Jan. 6
Owen Higgins	Jan. 6
Mrs. H. S. Dowling	Jan. 7
Henry W. Coit	Jan. 7
Joseph Mallot	Jan. 7
Harold McMillan	Jan. 7
Mrs. L. W. Ingersoll	Jan. 8
R. R. Hartman Jr.	Jan. 8
Mrs. H. N. Tally	Jan. 9
Barbara Gerschler	Jan. 9
Malcolm M. Davis	Jan. 10
Tom Tyler	Jan. 10
E. E. Pulling	Jan. 10
David Groth	Jan. 10
Donald Fred Shapiro	Jan. 11

main unrecognized—until they are suddenly withdrawn. How much is the privilege of living in America worth? Ask Fein Hayden, Albanian now awaiting deportation. He offered an American woman, blind since the age of 6, his right eye if she would intercede in his behalf. The proposal failed. Immigration officials said his efforts would be futile. But there's a measure of the value one man sets on freedom!

ALMANAC



"Let a fool hold his tongue and he will pass for a sage."

JANUARY	
8—Pres. Wilson announced "Fourteen Points," 1918.	
9—Connecticut ratified constitution, 1788.	
10—House passed soldiers' bonus bill, 1936.	
11—Indiana supreme court outlawed marriage laws, 1938.	
12—First Soviet Russia parliament opened, 1938.	
13—Supreme court ordered return of processing taxes, 1936.	
14—Congress ratified peace treaty with Great Britain, 1784.	

THE ARABIANS



HAGAR RETURNED FROM THE WILDERNESS TO SERVE HER MISTRESS, SARAI, AS THE ANGEL TOLD HER. WHEN HER SON WAS BORN SHE NAMED HIM ISHMAEL. ISHMAEL'S DESCENDANTS ARE THE ARABIANS. THEY LIVE IN TENTS, AND WANDER IN THE DESERTS. THEY ARE A WILD AND FREE PEOPLE, AS GOD SAID.

THE POCKETBOOK OF KNOWLEDGE



BIBLE FAVORITES



ABRAM AND SARAI WERE GROWING OLD. SARAI DOUBTED IF THEY WOULD EVER HAVE A SON. TAKE HAGAR, MY EGYPTIAN BOND-WOMAN, FOR YOUR WIFE," SHE SAID, "PERHAPS WE MAY HAVE A SON BY HER." THIS WAS A LAWFUL CUSTOM IN THAT DAY. ABRAM TOOK HAGAR TO BE HIS WIFE.



HAGAR WAS NO LONGER A GOOD MAID TO SARAI. SHE GREW VERY IMPUDENT. SARAI REBUKED HER HARSHLY. HAGAR FLED TO THE WILDERNESS. THE ANGEL OF THE LORD FOUND HAGAR BY A FOUNTAIN OF WATER. GO BACK TO SARAI, BE A GOOD MAID TO HER," SAID THE ANGEL.

GENESIS 16:1-16



A SON SHALL BE BORN TO YOU, CONTINUED THE ANGEL AS HAGAR LISTENED. YOU SHALL CALL HIS NAME ISHMAEL. HE WILL GROW TO BE A WILD, WANDERING, UNFRIENDLY MAN. HE WILL BECOME THE HEAD OF A GREAT MULTITUDE OF PEOPLE. THEY TOO WILL BE WILD, WANDERING AND UNFRIENDLY.

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DESERT LILY BLOOMS BEFORE ITS SEASON

Mr. and Mrs. Archie Edwards, 601 Woodland drive, returned Saturday from a holiday vacation during which they visited Yuma, Phoenix, Miami and Superior, Ariz., and Split Mountain in the Arizona desert. On the Colorado desert they found the desert lily in bloom, months ahead of season. They returned through the San Diego back country and spent one night at the home of Mr. and Mrs. Clarence Virgin at Fallbrook, from where they visited at Pala, where they inspected the tourmaline mines.

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James C. Heasley, Jr. New Union Service Station Manager

James C. Heasley, Jr., for several years identified with another local service station, this week assumed management of the Union service station at Baldwin avenue and Sierra Madre blvd. and announced that he will carry the complete line of Union Oil products and supplies, together with tires and batteries. He will specialize in "stop wear" lubrication.

Heasley, youngest member of the volunteer fire department, is familiarly known to veteran members long associated with his father, as "Young Jim" and resides with his family on Sturtevant road. He is a son of the popular Officer "Jim" Heasley.

Young Sierra Madreans Have The Time Of Their Lives On Three Day Boy Scout Invasion Of The Desert Country

Twenty-three young Sierra Madreans had the time of their lives on a three-day trek to the desert last week. Returning home Friday evening tired but happy they are already looking forward to a repetition of the experience.

They are members of the two Sierra Madre Boy Scout troops and made up a contingent of the 447 Scouts of the Pasadena-San Gabriel Valley Boy Scout Council who participated in the seventh annual caravan. They journeyed to and made their camp in San Andreas canyon, on the Auga Caliente Indian reservation, five miles from Palm Springs. Each troop or contingent was allotted a separate location and each boy was expected to feed, bed and look after himself, putting to practical use all the teachings of Scoutdom. On pads or in sleeping bags they slept under the stars, built their own fires, cooked their own food (which they carried along) went on long and interesting hikes and sitting around huge camp fires at night they heard from the lips of natives and old timers interesting stories of this section of the West as it was before and shortly after the pale face arrived. Two years ago the caravan headed for the same location. It was so beautiful and historically interesting that it was decided to go back this year.

Running conveniently nearby the camp is a good sized stream, fine drinking water providing nourishment for the many nearby palm and popular trees, in spite of the fact that hardly a stone's throw away is the start of a desert, cactus, mesquite, and all, which continues for miles. There are several interesting hikes to be taken, up the Andreas, Murray, and Palm canyons. All of the Scouts went on one of these during the second day.

Rambling about through the hills and canyons to satisfy their curiosity many of the youths found and brought back Indian relics and other interesting trophies that will be long cherished as a part of their Boy Scout training and experiences.

Scoutmaster Craig McLaughlin of No. 1 troop was in charge of the party that left here early Wednesday morning. He drove the truck with the boys and their knapsacks and supervised their activities throughout the expedition, with the extreme probability that he was much busier than the

well known one-armed paper hanger ever dared to be.

In the Sierra Madre party were Bud Brett, Don Tarr, Howard Miller, Ed Blakeman, Bert Em-bree, Don Nelson, Russell Jensen, John Lawson, Bob Penn, Bob McCullagh, James McLeod, Allan McCleod, Bob Osti, John Morgan, Arthur Copolungo, Ralph Copolungo, Byron Coleman, Tommy Schwartz, Loriston Noble, Lewis Wax, Willard Adams and George Shipway.

'Round the town—

Mr. and Mrs. Anthony Luz and family, 45 Olivera lane, spent last week in Santa Monica at the home of Mr. and Mrs. Don Burt, parents of Mrs. Luz.

Captain and Mrs. Ed Jones have rented their home at 373 West Sierra Madre blvd. to Mr. and Mrs. E. W. Reid for the winter which they are spending at their home in San Pedro.

Miss Ethel Bosler of Hermosa Beach was weekend house guest of Mr. and Mrs. P. E. Kellogg of 425 West Sierra Madre blvd.

Dr. L. M. Hurt, 721 West Orange drive, is attending the veterinary short course at the State Agricultural College at Davis. Mrs. Hurt is visiting her daughter Miss Mary Hurt at Santa Paula.

Dr. and Mrs. Ross Hurt who were here for the holidays with Dr. Hurt's parents, Dr. and Mrs. L. M. Hurt, left Tuesday morning for Washington where Dr. Hurt is member of the faculty of Washington State College.

Mr. and Mrs. Charles M. Hamilton, 585 West Grand View avenue, spent a day last week at their desert subdivision, Adobe Acres, near Twenty Nine Palms.

Dr. J. Andrew Hall and daughter Jean of 611 West Grand View avenue were among Sierra Madreans who enjoyed the Cricket on the Hearth at the Pasadena Community Playhouse Saturday evening.

Mrs. A. F. Guignat who has been ill at her home, 155 North Baldwin avenue for the last several days is now on the way to

recovery and will be about again in a few days.

Mr. and Mrs. Ed Gardiner who were houseguests of Mr. and Mrs. M. T. Gardiner at their Topside estate for two weeks have returned to their home in San Francisco.

Mr. and Mrs. Henry Edward Jacob of San Francisco were houseguests for the holidays at the home of Mrs. Jacob's parents, Mr. and Mrs. G. I. Farman, 205 West Orange Grove avenue.

Mrs. Jacob Konvalenki of Mason City, Iowa, and Mrs. Harry Montague of Los Angeles were Sunday callers at the home of Mrs. Flora Farman, 32 East Highland avenue.

Mr. and Mrs. Joseph Evans, 717 West Grand View avenue, will spend the weekend at the home of Mr. and Mrs. C. V. Wilson and family in Bakersfield.

Mrs. Carolyn Wells is recuperating at the home of her sister, Mrs. E. P. Cox, 269 East Laurel avenue, from a serious attack of the flu.

Mr. and Mrs. Francis S. Dane, Jr., of 730 Orange drive, were hosts to Mrs. Dane's cousins, Mr. and Mrs. Sherman Thacher, who were also their guests at the Rose Bowl game.

Mrs. E. E. Bacon is moving this weekend from 506 West Grand View to her home at 240 East Alegria avenue.

Mrs. Nettie Cosper, 52 West Sierra Madre blvd., left early Tuesday morning for Los Angeles where she will spend several days.

Second Appearance by request

3 Act Play
"Professor How Could You!"

Sponsored by
Woman's Club

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CASA COLINA HOME
for Crippled Children

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Friday Evening,
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Adults 35c, Children 15c

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I have taken over the management of the Union Service Station, corner Baldwin and Sierra Madre Boulevards, and will personally operate it. I shall continue to carry all Union products . . . Triton Motor Oil . . . 76 Gasoline . . . Tires . . . Batteries

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PUBLIC NOTICE

NOTICE INVITING SEALED PROPOSALS FOR BOOSTER PUMP, MOTOR AND STARTER
Notice is hereby given that sealed bids will be received by the City Council of the City of Sierra Madre, at the office of the City Clerk, City Hall, Sierra Madre, California, up to 8 o'clock p.m., on Tuesday, January 9, 1940, to furnish to the City of Sierra Madre, F.O.B. the Central Pumping Plant in Sierra Madre, one (1) horizontal water booster pump with electric motor and magnetic starter capable of delivering 2,000 G.P.M. against a 340 ft. head.

The pump and motor are to be installed by bidder upon foundation constructed by City of Sierra Madre.

Bidder may bid upon the boosting unit complete with motor and starter or separate bids may be submitted for pump, motor or starter.

Specifications for the above are on file in the Office of the City Engineer of the City of Sierra Madre.

Pursuant to the Statutes of the State of California, and/or local laws applicable thereto, the City Council of the City of Sierra Madre has ascertained and determined the general prevailing rate of per diem wages and of overtime wages per diem, in the locality in which this work is to be performed for each craft or type of workmen or mechanic needed to execute the contract. The prevailing rates so determined are as follows:

Craft or Type	Per Diem Rate
Cement Finisher	\$10.00
Laborer	5.00

Any classification omitted herein, not less than sixty-two and one-half cents per hour.

Legal holidays and overtime work—one and one-half time the above rate.

The per diem wages listed above are based on the customary eight hour working day and when less time is worked per day, the amounts paid shall be the pro rata of the amounts listed above.

It shall be mandatory upon the contractor to whom the contract is awarded and upon any sub-contractor under him, to pay not less than the said specified rates to all laborers, workmen and mechanics employed by them in the execution of the contract.

Each bid must be accompanied by a certified check payable to said City of Sierra Madre, in an amount not less than 10% of the price bid as a guarantee that the bidder, will, if awarded the contract, execute a satisfactory contract.

The City Council of said City of Sierra Madre reserves the right to reject any or all bids.

By order of the City Council of the City of Sierra Madre.
WAVERLY E. PRATT
City Clerk of the City of Sierra Madre

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100 Pianos to Select From
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6 MORE DAYS OF INVESTMENT OPPORTUNITY

Funds Invested in This Association On or Before **JANUARY 10th** Will Receive Earnings from Jan. 1st on our next Dividend Date, June 30th.

Take advantage of these next six days to concentrate your savings safely and profitably in an account with the First Federal of Pasadena.

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YOUR HOME AND MINE

BY ANNE WILSON

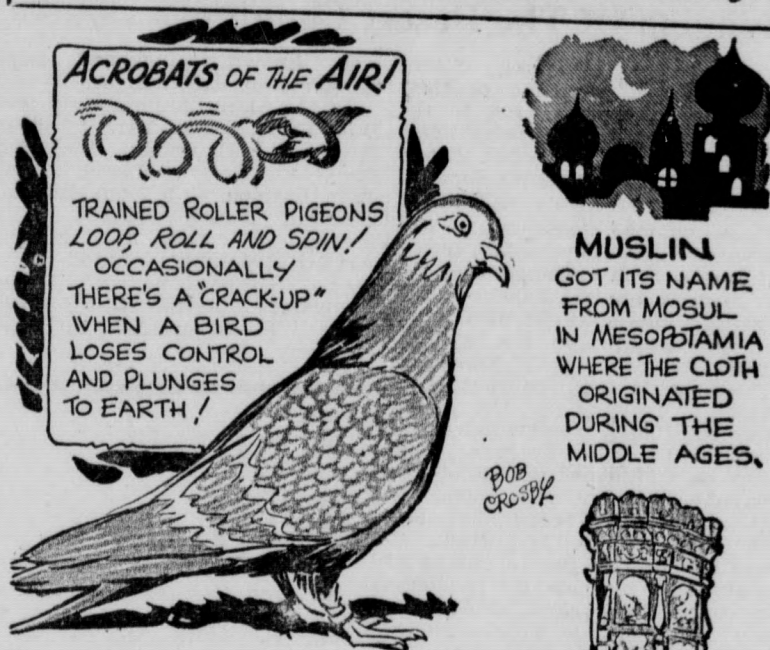
The world's best alarm clock is the smell of food cooking. The fragrance of frying bacon is guaranteed to get the sleepiest of risers out of bed. Today even the home-maker can awaken to this pleasure and go into the kitchen to find breakfast practically ready. This isn't a fairy tale. It is an every-day story in the home with a modern clock controlled electric range.

The principle is the same which had freed women of much work in connection with the preparation of dinners, which they cook in the oven and let the automatic timer turn the heat on and off. The night before, the ingredients for breakfast are tucked away in the oven, and the clock is turned to start and stop the cooking.

A number of interesting combinations are prepared this easy way. One menu includes stewed fruit, oatmeal and Canadian bacon. Wash dried fruit (have you tried combining prunes and apricots?) and cover with water. Cover. Put the bacon in a shallow pan. Place 2 cups of oatmeal in a baking dish or sauce pan, add 2 cups water and cover. Set oven temperature control to 350 degrees and set the clock to cook breakfast 1½ hours.

Home-made cinnamon rolls and baked sausage are another tempting meal that may be cooked in this way. This should be baked at 350 degrees for 1 hour. Either link sausages or cakes may be used. Place them in a shallow baking dish.

EYE OPENERS—by Bob Crosby



ACROBATS OF THE AIR!
TRAINED ROLLER PIGEONS
LOOP, ROLL AND SPIN!
OCCASIONALLY
THERE'S A CRACK-UP*
WHEN A BIRD
LOSES CONTROL
AND PLUNGES
TO EARTH!

MUSLIN
GOT ITS NAME
FROM MOSUL
IN MESOPOTAMIA
WHERE THE CLOTH
ORIGINATED
DURING THE
MIDDLE AGES.

A 200 YEAR OLD SWISS STOVE
DISCOVERED BY COLLECTORS
HAS THE SAME TYPE PORCELAIN
FINISH AS USED ON TO-DAY'S
GAS RANGES, AND ITS FINISH
IS UNBLEMISHED!

If you should see a kit of roller pigeons performing acrobatics above North Hollywood, California, they are probably from the lofts of Jack Stafford, breeder of fancy pigeons. He has trained and bred a remarkable number of prize winning Birmingham Rollers. These versatile birds will do 100 spins in a 45 minute flight. Other birds called parlor rollers, tumble across the ground. They cannot fly.

Although older than the Declaration of Independence, the porcelain finish on an old Swiss stove still has the same high lustre as the porcelain finish on a modern gas range. The odd-shaped Swiss antique, with six legs, is covered with scrolls and pictures.

Young Writer Strikes Pay Dirt After Roaming The Earth And Being Swamped With Rejection Slips

Aspiring local authors who garner rejection slips more often than checks may take heart from the experience of Francis Woodworth, young native Southern Californian, whose first book "Fun Where I've Found It," a travel-adventure narrative of his vagabond voyage around the world, was published this fall by Appleton-Century Co. of New York and London.

Woodworth is a brother of Mrs. J. M. Luther of 56 West Mira Monte avenue, this city and wrote for several years before striking pay dirt with this book, which is a spicy humorous account of his life as a hotel clerk in Honolulu, a stevedore passenger on a Japanese liner, an English instructor at a Chinese university, a "hard-class" traveler on the Trans-Siberian railway, a disillusioned pilgrim in Moscow, job-hunter in Spain, and as a homesick young American working his passage home across the Atlantic.

"The thrill of turning out a successful book more than makes up for all the rejection slips I used to get," says the author of "Fun Where I've Found It."

Organize Teams For Basketball League Here

The final play off in the football tournament sponsored by the Los Angeles County Recreation and playground department, took place Saturday afternoon at Arcadia county park when Sierra Madre boys eleven lost to a San Gabriel team by a score of 6-0.

The Sierra Madre lineup was as follows: Takashi Umekubo, captain and quarterback; Frank Shippey, rt; James Bley, lb; Don Nelson, rg; Peter Leaf, c; Gene Krug, lg; David Aisawa, re; Junior Grippi, fb; Ruben Gonzales, le; Marshall Williams, rh; Jack Mender, c; Lyle Stewart, lt; Marvin Thomas, lt; Earl LaLone, c; and Howard Miller, lt.

With the close of the football season, basketball will make its appearance here, with games and practice tilts to take place at the Congregational Church gym in the very near future. There will be teams for both boys and girls and any so interested should watch for the date of the first basketball meeting.

WANT ADS

WORK WANTED

FURNITURE repairing, carpentering, painting and general repairs, door locks and windows. Call, The Handy Man. Phone 334-1. B. A. Platte. 39:tfa

GENERAL housework, cleaning, cooking and serving by the hour. Mrs. McGilvray, 544½ Oakdale Dr., Phone 2182. —43:a

GENERAL carpenter work, furniture repairing, saw filing. 262 Santa Anita Ct. W. S. Pinkerton, Phone 1554. 13:tfa

HELP WANTED

MOTHERS helper—room, board and small salary. Mrs. Green, 153 Wilson Ave. —16:b

RENTALS

NEAT, clean rustic cottages, furn.; 2 or 3 rooms. Utilities paid. \$12.50 to \$25 month. Cypress Court. Tel. 1854. —16:td

FURNISHED house for rent. 249 North Grove St. 16d

SUNNY apartment, nicely furnished; reasonable. 547 W. Highland. Phone 1982. —16:d

ATTRACTIVE Apt. for rent; private bath; h & c water; close in; 34 N. Hermosa. Phone 2532. 47:td

LOST & FOUND

LOST or strayed—Brown Persian Cat; call 4173, Mrs. McMillen, 44 West Carter. —16:g

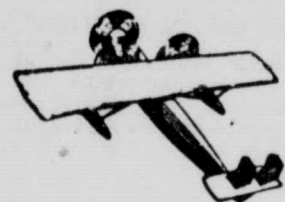
MISCELLANEOUS

ELDERLY English lady wishes board and room; pleasant surroundings. \$30 a month. Box 25, Sierra Madre News. —16:i

WANTED—Riders. Drive daily to Los Angeles. Have Oldsmobile sedan. Will take one or two passengers. Leave Sierra Madre 7:15 a.m. Return 6 p.m. If interested in commuting, write Box B, Sierra Madre News. —16:i

Mr. and Mrs. James Genn Neal and family of Palm Springs were weekend houseguests at the home of Mr. and Mrs. Al Miller 119 West Grand View avenue.

We ought not to look back unless it is to derive useful lessons from past errors and for the purpose of profiting by dear bought experience.—George Washington.



Hobby Headquarters

- ★ Railroad Models
 - ★ Airplane Kits
 - ★ Model Tools
 - ★ Ship Models
 - ★ Gas Motors
 - ★ Balsa Wood
 - ★ Race Cars
- Most Complete Line of Hobby Supplies in Pasadena

ACE MODEL SHOP
808 E. Colorado St., Pasadena
Open Evenings

BROTHERTON'S
50c Farm House Dinners 50c
2239 E. COLORADO ST., PASADENA
TURKEY — CHICKEN — STEAK — RA 3LIT
All the Hot Biscuits You Wish!
Home Made Desserts — a la Mode
Free Parking No Liquor

FRANK D. CLAY Offers
Not the biggest ad—not the largest stock—not the biggest claims—But just this: Try to find anywhere else in town cars as good at prices as low—make, age and condition considered.
More than 17 years of square dealing in one location backs up our business.
"See us today for a better used car." Low down payment — G.M.A.C. Terms.
First regular monthly payment Feb. 15, 1940.
We Sell the Best and Junk the Rest
Frank D. Clay, Chevrolet "Since 1922"
2605 EAST COLORADO — Pasadena — SY. 6-2605

CENTRAL MARKET

CHAS. E. DAVIS FREE DELIVERY TWICE DAILY
38 WEST SIERRA MADRE BLVD. PHONE 97

LOIN PORK ROAST lb. 24^c

SHOULDER PORK ROAST
(Trimmed and Shank Off) lb. 20^c

FRESH SIDE PORK lb. 25^c

MEAT LOAF
Veal, Beef and Pork lb. 25^c

LEGS SPRING LAMB lb. 28^c

FINNAN HADDIE — FRESH OYSTERS
HOME MADE SCRAPPLE

A Lightweight BICYCLE

for hill climbing

BICYCLES GEARED TO SUIT



JOHN'S BICYCLE SHOP

42 No. Fair Oaks SY. 2-4767
Pasadena
1453 No. Lake Ave. SY. 4-2433
Pasadena

FREE DELIVERY AND PICK-UP

YOU CAN'T QUIT ADVERTISING YOU'RE TALKING TO A PARADE NOT A MASS MEETING



LINCOLN and LINCOLN ZEPHYR

SALES and SERVICE

FRANK J. MILLER
DISTRIBUTOR

350 West Colorado St., Pasadena SY. 3-4181 PY. 1-1108

Louie Mae Stanham

Pianist and Composer, now teaching at
241 Ramona avenue, Sierra Madre

Louie Mae Stanham is recognized for her splendid ability in teaching all phases of piano playing, from fundamentals to an artistic finish and has developed a number of highly successful pianists.

For interview phone Miss Stanham at SY. 7-5355



ARCADIAN CAFE and Tack Room

Chicken — Steak Dinners
Barbecued Sandwiches
Cocktails — Mixed Drinks

200 E. FOOTHILL BLVD.

ARCADIA

TRUTH about ADVERTISING

By CHARLES B. ROTH

\$2 EGGS

WHEN my mother went over new land in a covered wagon to a new home in the West, the country was just settling up. Transportation was slow, was expensive. Prices of everything were high.

She preserved a newspaper of her girlhood on the frontier, and it interests me occasionally to read the current prices of things you buy every day now for a few cents.

Eggs were \$2 a dozen in those days. Sugar brought 40 cents a pound. Kerosene was \$3 a gallon. Candles cost 25 cents apiece.

Compare these prices with the prices you see advertised in your newspaper today and you will see that, although much talk is bandied back and forth concerning the increased cost of living, the fact is that the cost has gone downward consistently since frontier times.

One of the reasons for high prices then was undoubtedly the difficulty with which the supply was obtained—the hazards and expense of transporting goods.

But the chief reason was that the cost of these necessities could not be spread out over enough customers to bring them at lower cost to all. The merchant had to pay the cost of his business out of sales to

a comparatively few customers. Costs had to be high.

Prices on everything you buy today, regardless of whether you live in a village or a large city, would be higher now if it were not for the service of advertising in lowering them to your advantage.

As soon as a manufacturer or a merchant begins to advertise he begins to sell more. As he sells more it costs him less to sell to each customer. He cuts the price. More customers come. Again he is able to cut the price.

Pretty soon you have the situation of improved quality and lower prices, brought about through the creative service of advertising to the consumer.

Advertising and high prices do not go together at all. They are extremely incompatible to each other. It is only the product which is unadvertised, which has no established market, that costs more than you can afford to pay.

Whenever you go into a store and buy an item of advertised merchandise, it doesn't make any difference what you are getting more for your money—more in quality and service—than you would get if you spent the same amount for something which was not advertised.

The man who builds a business on advertising can give you more for your money because advertising enables him to give more for less. See how advertising pays you every day.

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